

From: [Danielle Bergstrom](#)
To: [Amanda Brown-Stevens](#)
Cc: [Wilma Quan-Schechter](#); [Bruce Rudd](#); [Mary Creasman \(Mary.Creasman@tpl.org\)](#)
Subject: more Fresno poll feedback
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Hi Amanda,

The Mayor did have a chance to review the polling questions and I wanted to make sure you had her feedback. General feedback – she wants to make sure that polling questions are added to test support for building new parks and trails. Perhaps a question that test what is more important – improving what we have or adding new parks? More specific feedback below:

Q14A – add walking to “hiking and biking access...” as well as something that gets at building new parks and trails

Q16 – not sure why necessary to strike

Q18 – public instead of “City” at beginning of question

Q19 – replace Fresno Parks and Recreation Department with “City Parks Department”

Q33 – Add “building new parks” at beginning of sentence

Q41 – strike

Q46 – replace hiking with walking

Q51 – revise to reflect input related to testing specifically adding new parks and trails vs maintenance; replace hiking with walking

Q52 – should we test another negative? The other major vulnerability would be that 1) we don’t have enough police officers, so why would we spend money on parks? And 2) something about city hall not having a good track record....tortilla factory, Met Museum, Granite Park, baseball stadium, near bankruptcy – these are all near boondoggles that media and others highlight from time to time

Let me know if you have any questions. Thanks!

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